

ORDER



Orders	Order / Rev:	214299
	Alt Order #:	06863261
	Product Desc:	10/16-10/22 American Crossroads
	Estimate:	1209
	Flight Dates:	10/16/12 - 10/22/12
	Original Date / Rev:	10/12/12 / 10/12/12
	Order Type:	REG

WVBT

Primary AE:	Petry Philadelphia
Sales Office:	P-PHI
Sales Region:	Nat

Agency	Name:	Crossroads Media LLC
	Buying Contact:	
	Billing Contact:	
		66 Canal Center Plaza
		Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	POL/American Crossroads
	Demographic:	A35+
	Product Codes:	PL2
	Priority:	P1
	Revenue Codes:	AGY, POL, POL-ISS

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	IN16688/TO1709
Agency External ID:	IN7573/AU3290/TO1672/AL2022/SP791

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	13	\$5,850.00	\$4,972.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	13	\$5,850.00	\$4,972.50	0.00
Totals	13	\$5,850.00	\$4,972.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WVBT	4%	\$5,850.00
Market	100%	\$146,250.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	23%	\$33,637.50
WGNT	3%	\$4,387.50
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	42%	\$61,425.00
WTVZ	3%	\$4,387.50
WVEC	25%	\$36,562.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	10/16/12	10/16/12	M-F 8-9a Daily Buzz	CM	M-F 8-9a	-T-----	:30	1	\$40.00	P3	0.00	NM	1	\$40.00
DAILY BUZZ 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	-T-----		1		\$40.00		0.00					
E 2	WVBT	10/17/12	10/17/12	M-F 8-9a Daily Buzz	CM	M-F 8-9a	--W----	:30	1	\$40.00	P3	0.00	NM	1	\$40.00

Order / Rev: 214299
 Alt Order #: 06863261
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: POL/American Crossroads
 Product Desc: 10/16-10/22 American Crossroads
 Estimate: 1209

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
DAILY BUZZ 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$40.00		0.00			
E 3	WVBT	10/18/12	10/18/12	M-F 8-9a Daily Buzz	CM	M-F 8-9a	---T---	:30	1	\$40.00	P3	0.00	NM	1	\$40.00
DAILY BUZZ 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$40.00		0.00			
E 4	WVBT	10/19/12	10/19/12	M-F 8-9a Daily Buzz	CM	M-F 8-9a	----F--	:30	1	\$40.00	P3	0.00	NM	1	\$40.00
DAILY BUZZ 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$40.00		0.00			
E 5	WVBT	10/22/12	10/22/12	M-F 8-9a Daily Buzz	CM	M-F 8-9a	M-----	:30	1	\$40.00	P3	0.00	NM	1	\$40.00
DAILY BUZZ 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$40.00		0.00			
E 6	WVBT	10/21/12	10/21/12	FOX News Sunday Fox News Sunday	CM	10-11a	-----S	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
FOX NWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$150.00		0.00			
E 7	WVBT	10/16/12	10/16/12	M-F 10-11a Millionaire	CM	10-11a	-T-----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
MILLIONAIRE/MILLIONAIRE B															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$100.00		0.00			
E 8	WVBT	10/17/12	10/17/12	M-F 10-11a Millionaire	CM	10-11a	--W----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
MILLIONAIRE/MILLIONAIRE B															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$100.00		0.00			
E 9	WVBT	10/18/12	10/18/12	M-F 10-11a Millionaire	CM	10-11a	---T---	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
MILLIONAIRE/MILLIONAIRE B															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$100.00		0.00			
E 10	WVBT	10/19/12	10/19/12	M-F 10-11a Millionaire	CM	10-11a	----F--	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
MILLIONAIRE/MILLIONAIRE B															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$100.00		0.00			
E 11	WVBT	10/22/12	10/22/12	M-F 10-11a Millionaire	CM	10-11a	M-----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
MILLIONAIRE/MILLIONAIRE B															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$100.00		0.00			
E 12	WVBT	10/17/12	10/17/12	Wed Prime Other 1 Wed 8-10p	CM	8-10p	--W----	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
X-FCTR-WED-FOX															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$2,500.00		0.00			
E 13	WVBT	10/18/12	10/18/12	Thur Hour 1 Thu 8-9p	CM	8-9p	---T---	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
X-FCTR-THU-FOX															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$2,500.00		0.00			
													Totals	13	\$5,850.00